

# MIA PATTERSON

Public Relations & Digital Marketing Professional

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## WORK EXPERIENCE

<b>Marketing &amp; Development Intern</b>	<b>May 2025 – Present</b>
Oshkosh Chamber of Commerce	
<ul style="list-style-type: none"><li>Manage multiple social media accounts on Instagram, Facebook, LinkedIn &amp; TikTok.</li><li>Create e-mail marketing campaigns for events &amp; organizations.</li><li>Assist the Marketing Director with creating graphics, photos, and video content.</li><li>Plan, promote, manage and market events for the Chamber &amp; various non-profit organizations under the Chamber.</li></ul>	
<b>Social Media Intern</b>	<b>Aug 2025 – Present</b>
The Elsewhere Collection	
<ul style="list-style-type: none"><li>Created a content calendar for three brands' social media accounts on Facebook and Instagram.</li><li>Coordinated with wedding vendors, photographers, planners, the marketing manager and the Food/Beverage manager to create content and promote events.</li><li>Promoted events, market sales and limited menus via strategic communications (i.e., press releases, website content, social content, e-mail and text marketing).</li></ul>	
<b>Lead Event Assistant &amp; Social Media Manager</b>	<b>Aug 2024 – Present</b>
Culver Family Welcome Center	
<ul style="list-style-type: none"><li>Independently plan, create, and post content three times a week.</li><li>Collect insights and analytic data through Meta's Business Center.</li><li>Plan, set up, and run various events for internal and external groups of 25 to 500 people while managing other workers.</li></ul>	
<b>Summer Ambassador</b>	<b>May 2024 – Aug 2024</b>
University of Wisconsin Oshkosh Admissions	
<ul style="list-style-type: none"><li>Led 90-minute tours with 1-6 students &amp; their families.</li><li>Created marketing materials for the UWO Admissions Office.</li><li>Covered the front desk, welcomed guests, &amp; answered the phone.</li></ul>	

## EDUCATION

<b>Bachelor of Arts in Public Relations &amp; Advertising</b>	<b>Aug 2022 – May 2026</b>
University of Wisconsin Oshkosh	
<ul style="list-style-type: none"><li>Double Major in Public Relations &amp; Advertising.</li><li>Minor in Anthropology &amp; Multimedia Journalism</li><li>Certificates in Social Media &amp; Digital Marketing</li><li>President of the Public Relations Student Society of America (PRSSA)</li></ul>	

## KEY SKILLS

- Online Content Creation
- Event Planning & Management
- Data Analytics
- Copywriting
- Microsoft Office
- Graphic Design
- Social Media Marketing
- Email Marketing
- Strategic Communication